GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2786
ANSWERED ON:21.08.2006
ELECTRONIC MEDIA MONITORING CENTRE
Kharventhan Shri Salarapatty Kuppusamy

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has any proposal to set up electronic media monitoring centre to monitor TV channels;

(b) if so, the total cost of the project and the amount released for the same; and

(c) the time by which it is likely to be set up?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a): Yes, Sir. The Government has decided to set up Electronic Media Monitoring Centre (EMMC) for content monitoring of private television channels and to check the violations of Programme and Advertisement Codes prescribed in Cable Television Networks (Regulations), Act, 1995 and Rules framed thereunder.

(b): The total cost of the project is Rs 11.65 crores out of which Rs 2.90 crores has already been released.

(c): The project of EMMC is likely to commence in 2007, subject to availability of funds and other infrastructural requirements.